

# VIEW Report

Mike Scott REV All Primetime FXNC 8.1-8.14 Lee County zones

Ft. Myers

All-Wks Avg													Wk 1 - Wk 7				
	Notes	Rate \$5.00	RC %	RC \$	LUR \$	Unl/ Wk	Unit Tot	DP Code	Src	Start Date	End Date		Adults 25+				
													Prog Name	Rtg	Imp	CPM Imp	CPP \$
Total		\$20882.00					27								169011	122.37	\$295
Ft. Myers-Naples Apr16 C-DMA Nielsen Live+7		\$20882.00					27								169011	122.37	\$295
2102, Bonita Springs; 7651, Cape Coral; 7654, Ft. Myers		\$20882.00					27								169011	122.37	\$295
FXNC-TV		\$20882.00					27								169011	122.37	\$295
M-Su 7p-12m		\$768.00				14	27	PT	TP				VARIOUS	2.6	6280	122.37	\$295

## Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
08/2016	\$20,882	27
Total	\$20,882	27

This report has been prepared using STRATA NuMath research.

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Ft. Myers-Naples Apr16 C-DMA Nielsen Live+7

Cable Zones: Comcast, Bonita Springs; Comcast, Cape Coral; Comcast, Ft. Myers

Source Field Codes:

TP - Time Period

### Disclaimer

Inventory subject to availability. Rates apply to this presentation only and are effective for two weeks from the date of this proposal. Two-week cancellation policy.

Network ratings data for OWN will be inaccurate prior to the January 2011 book.

Network ratings data for NBCS will be inaccurate prior to the January 2012 book.

By signing this contract, I agree to the full terms and conditions already on file.

DISCLOSURES: The number of subscribing homes receiving advertisements on any cable network is an estimate and may vary by geographic areas and other factors. Any statement of (1) the number of subscribing homes receiving an advertisement and (2) audience estimates are based either on the NC adjusts internal carriage/insertion sub counts by the Nielsen full footprint Interconnect Universe Estimate. Zone estimates are generated by using Nielsen Interconnect Universe Estimates, adjusted on a pro rata basis by internal subscriber counts by zone. Nielsen Universe Estimates are derived: in Teleph major sweep periods of diary sample; in LPM and Area Probability set-meter markets, from a rolling average of the prior four periods of meter sample, when available. These 4 periods each consist of 4 weeks of meter sample that lie prior to the measurement cycles of February, May, July and November Report]. The number of homes capable of accessing VOD and interactive TV advertising content is an estimate and may vary by the number of homes actually subscribing to digital cable service and other factors. Current Nielsen audience reporting methodology does not provide the ability to adjust audi have the capability to insert on HD simulcast networks or to enable interactive overlays on HD simulcast networks. Audience estimates for HD programming have not been adjusted for non-insertion. The information provided will be periodically updated by the Company. For more information please co

Authorized Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

Comcast Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

 7/24/16